



The above advertisements, selected for reproduction from a series appearing weekly in "Printers' Ink," will repay a careful perusal on the part of the advertiser, as exemplifying the institutional character of THE WORLD.

The World

NEW YORK

First in Gains!

THE EXACT newspaper situation in New York merits the closest scrutiny on the part of every advertiser who plans to enter this rich territory and hopes to invade it successfully. Especially is this true of the morning and Sunday field, which may be broadly summarized as follows:

First Eleven Months of 1922

The "field" includes the seven morning and Sunday papers of the city	The Field Gained	The World Gained
Morning and Sunday	8.0%	18.8%
Weekday Only	9.5%	23.8%
Sunday Only	5.7%	12.3%

Reduced to its simplest terms, THE WORLD, morning and Sunday, has over a period of eleven months maintained gains approximately 135% in excess of the prevailing ratio of gains in its respective fields.

During this period THE WORLD gained a grand total of 2,513,770 lines of advertising. This figure alone is impressive, in that it is

- a gain of 18.8% over the corresponding period last year.
- an excess of 229,053 lines over the eleven months' gain of its nearest competitor.
- 46.2% of the combined gains of the seven morning and Sunday newspapers of the city.
- 31.9% of the combined gains of the fourteen morning, Sunday and evening papers of the city.

November was the seventh consecutive month that THE WORLD led the entire newspaper field of Greater New York in the volume of its advertising gains.

THE WORLD'S gain in National Advertising aggregated 555,308 lines, an increase of 32.8% over the corresponding period of 1921. Of this gain, 231,414 lines are attributable to THE SUNDAY WORLD, the 31% increase of which is by far the largest ratio of gain in National Advertising in the Sunday field.

THE WORLD GRAVURE likewise led its field in ratio of increase, with a gain of 40% over last year and with a larger volume of business than during any other corresponding period since its establishment.

THE EVENING WORLD gained nearly 140,000 lines in National Advertising alone, an increase of 11% over 1921.

In Dry Goods Advertising, a true barometer of a newspaper's real value as an advertising medium, in so far as it constitutes a composite picture of the combined judgment of the city's foremost merchants, THE WORLD and THE EVENING WORLD carried more lineage, by a comfortable margin, than any other two-paper combination in the city under a single ownership. This tendency on the part of the department stores of New York to accord THE WORLD full credit as their most powerful ally in the distribution of merchandise is best expressed in a comparison of Dry Goods Advertising between THE SUNDAY WORLD and the Sunday "Times." The latter's lead of 14,870 lines over THE WORLD during the first eleven months of 1921 has been transformed into a WORLD lead of 98,434 lines this year, indicating a swing of 113,304 lines in favor of THE WORLD. That this is a tendency of the present rather than of the past is evidenced by THE WORLD'S November gain of 8,654 lines of Sunday Dry Goods Advertising against a "Times" loss of 18,454 in the same classification.

There are limitless possibilities awaiting the advertiser who undertakes to cultivate the New York field intensively. The New Year's building program calls for the expenditure of \$650,000,000. This month 261,000 members of Christmas Clubs drew out of sixty-seven banks of the city \$13,486,000 as their holiday pin-money. Large as it is, this sum represents but a small fraction of the enormous expenditures that pour through the city's 121,000 retailers at this season of the year. It is significant that from a careful canvass of a large group of them, it was found that about 65% of the city's retailers were WORLD readers.



Send for This Book

IN THIS exhaustive survey of the New York market, the Merchandising Department of THE WORLD has accurately charted for the guidance of the advertiser the greatest area of retail sales in America.

Not only is the entire mercantile structure of the greater city described in detail, but the city's system of retail distribution is laid before the reader with a degree of thoroughness never heretofore attempted in a work of this nature.

Complete route charts are included for the seventy-three buying centres of the city, together with a careful census of retail establishments.

Copies of "Merchandising America's Greatest Retail Market" will be sent free to advertisers and agents upon request, either from any of THE WORLD'S Branch Offices, or direct from the

Advertising Department
Room 208
Pulitzer Building New York City



WOLFEYER BUILDING
NEW YORK

MALLERS BUILDING
CHICAGO

FORD BUILDING
DETROIT

MARKET and THIRD STS.
SAN FRANCISCO

TITLE INSURANCE BUILDING
LOS ANGELES

SECURITIES BUILDING
SEATTLE